

1/29

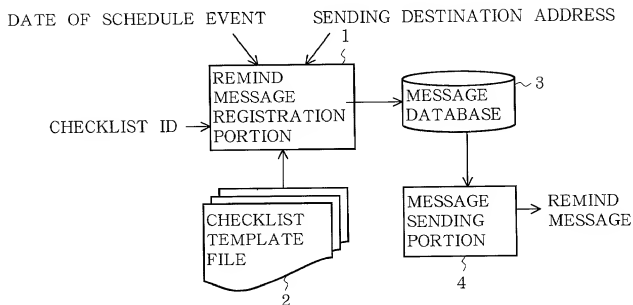


FIG.1

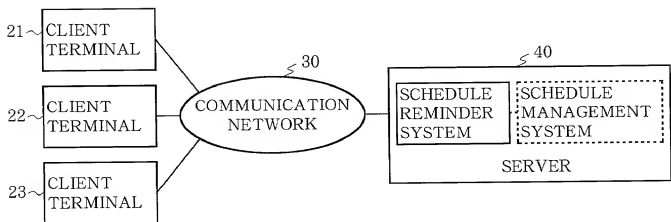


FIG.2

2/29

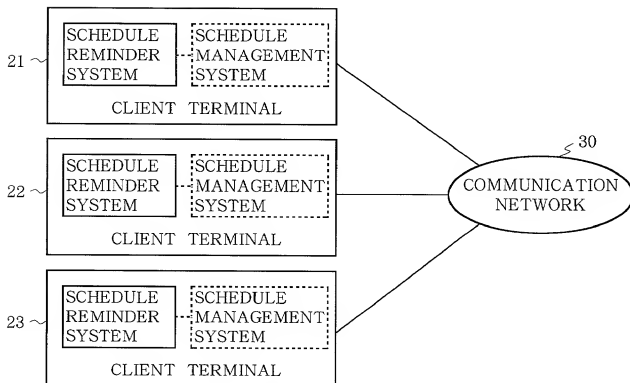


FIG.3

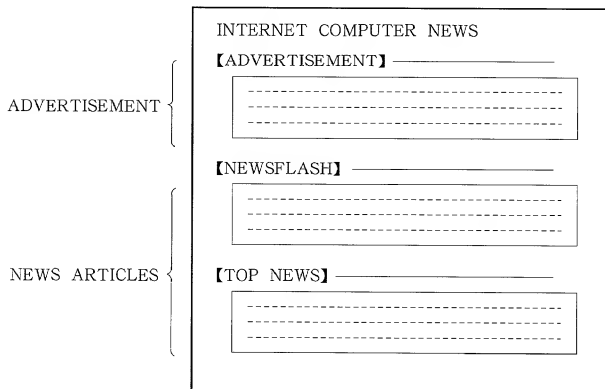


FIG.4

3/29

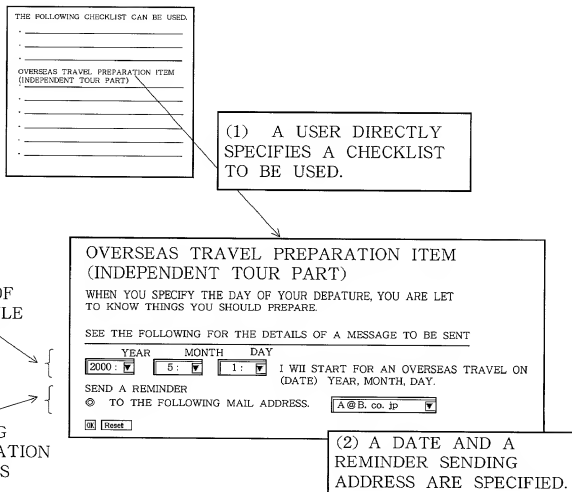


FIG.5

|                                              |       |       |     |     |  |          |  |            |  |  |  |
|----------------------------------------------|-------|-------|-----|-----|--|----------|--|------------|--|--|--|
| <input type="checkbox"/> EVENT START AND END |       |       |     |     |  |          |  |            |  |  |  |
| YEAR                                         |       | MONTH |     | DAY |  | HOUR (S) |  | MINUTE (S) |  |  |  |
| START                                        | 2000: | 05:   | 01: |     |  |          |  |            |  |  |  |
| YEAR                                         |       | MONTH |     | DAY |  | HOUR (S) |  | MINUTE (S) |  |  |  |
| END                                          | 2000: | 05:   | 07: |     |  |          |  |            |  |  |  |
| <input type="checkbox"/> CONTENTS OF EVENT   |       |       |     |     |  |          |  |            |  |  |  |
| TRAVEL IN HAWAII                             |       |       |     |     |  |          |  |            |  |  |  |

FIG.6

4/29

LINK TO WEB SITE OF TRAVEL AGENCY (ADVERTISEMENT)

★★RESERVATION OF AIR TICKET★★  
HOW ABOUT YOUR RESERVATION OF  
AN AIR TICKET NOW? YOU CAN  
RESERVE THE AIR TICKET ON THE WEB  
SITE OF \_\_\_\_\_ TRAVEL AGENCY.

MESSAGE THAT WILL BE SENT 45 DAYS BEFORE  
(MARCH 17 WHEN YOU START ON MAY 1)

★★VACCINATION★★  
WHEN YOU TRAVEL ABROAD, THERE ARE  
COUNTRIES WHERE YOU NEED TO BE  
GIVEN VACCINATION. IN PARTICULAR,  
THOSE WHO GO TO AFRICA AND ASIA  
NEED TO TAKE NOTICE.

MESSAGE THAT WILL BE SENT 40 DAYS BEFORE  
(MARCH 22 WHEN YOU START ON MAY 1)

★★ PASSPORT ★★  
HAVE YOU GOT YOUR PASSPORT?  
YOU SHOULD ALLOW TWO WEEKS  
TO RECEIVE YOUR PASSPORT  
AFTER APPLICATION.

MESSAGE THAT WILL BE SENT 30 DAYS BEFORE  
(APRIL 1 WHEN YOU START ON MAY 1)

FIG.7

CHECKLIST  
ID = 1

|          |
|----------|
| T11, M11 |
| T12, M12 |
| T13, M13 |
| ...      |

CHECKLIST  
ID = 2

|          |
|----------|
| T21, M21 |
| T22, M22 |
| T23, M23 |
| ...      |

CHECKLIST  
ID = 3

|          |
|----------|
| T31, M31 |
| T32, M32 |
| T33, M33 |
| ...      |

...

FIG.8

| SENDING<br>TIME | REMIND MESSAGE | SENDING<br>ADDRESS |
|-----------------|----------------|--------------------|
| TA1             | M11            | A11                |
| TA1             | M12            | A12                |
| ...             | ...            | ...                |
| TA2             | M21            | A21                |
| TA2             | M22            | A22                |
| ...             | ...            | ...                |

FIG.9

6/29

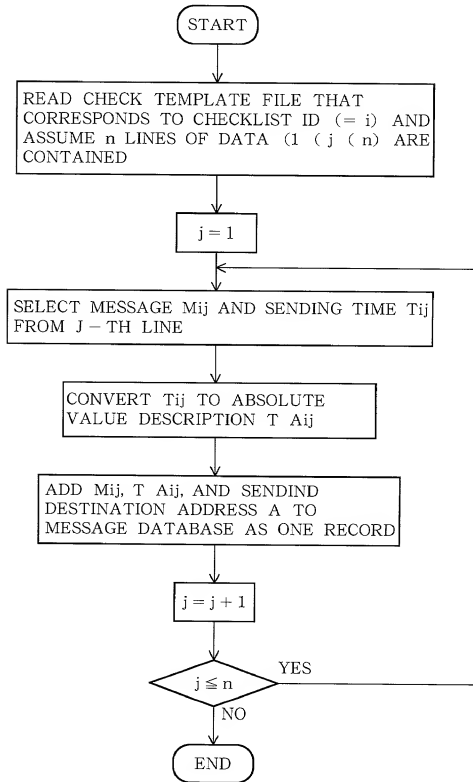


FIG.10

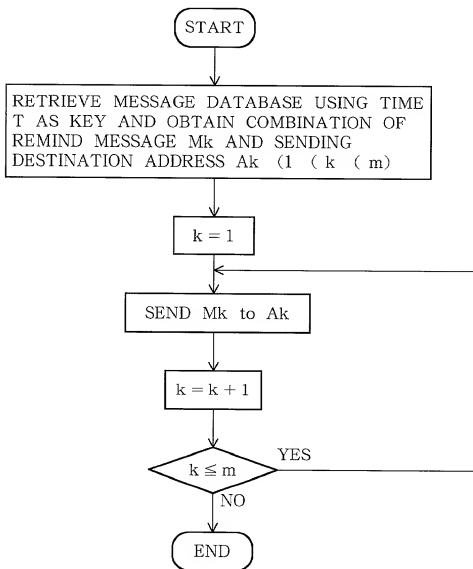


FIG.11

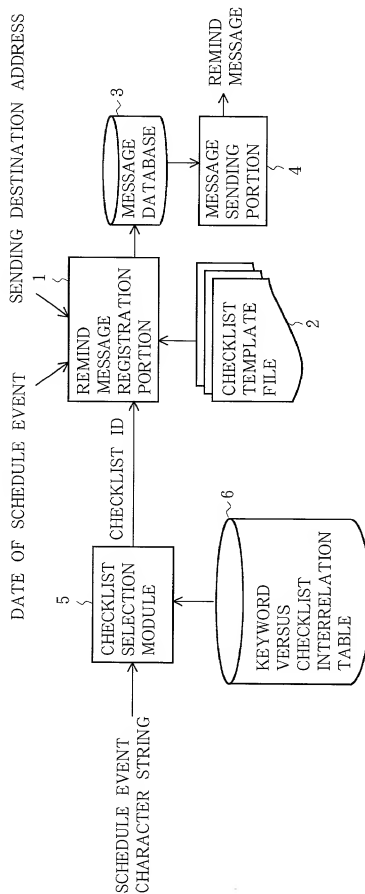


FIG.12



| KEYWORD       | CHECKLIST ID |
|---------------|--------------|
| k11, k12, ... | C1           |
| k21, k22, ... | C2           |
| k31, k32, ... | C3           |
| ...           | ...          |

FIG.13

10/29

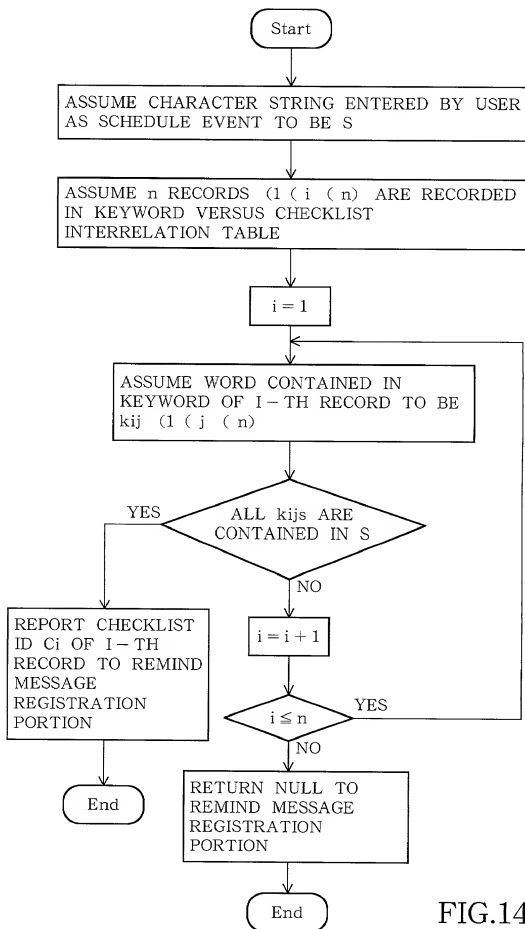


FIG.14

11/29

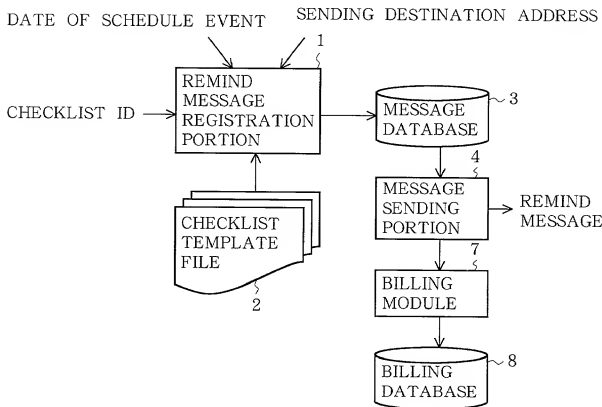


FIG.15

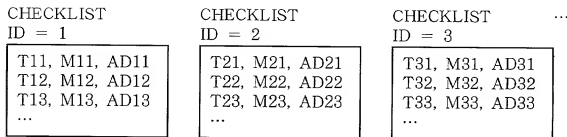


FIG.16

12/29

| SENDING<br>TIME | REMIND<br>MESSAGE | SENDING<br>ADDRESS | ADVERTISEMENT<br>ID |
|-----------------|-------------------|--------------------|---------------------|
| TA1             | M11               | A11                | AD11                |
| TA1             | M12               | A12                | AD12                |
| ...             | ...               | ...                | ...                 |
| TA2             | M21               | A21                | AD21                |
| TA2             | M22               | A22                | AD22                |
| ...             | ...               | ...                | ...                 |

FIG.17

| ADVERTISEMENT<br>ID | SENDING FREQUENCY<br>OF ADVERTISING |
|---------------------|-------------------------------------|
| AD1                 | N1                                  |
| AD2                 | N2                                  |
| ...                 | ...                                 |

FIG.18

13/29

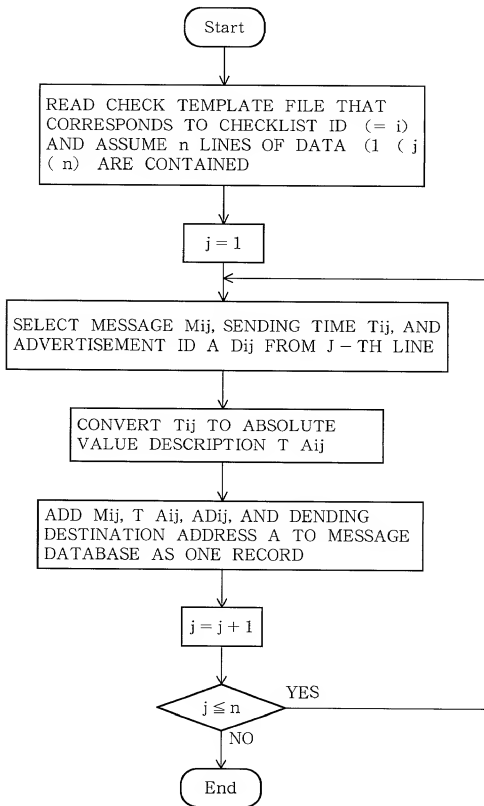


FIG.19

14/29

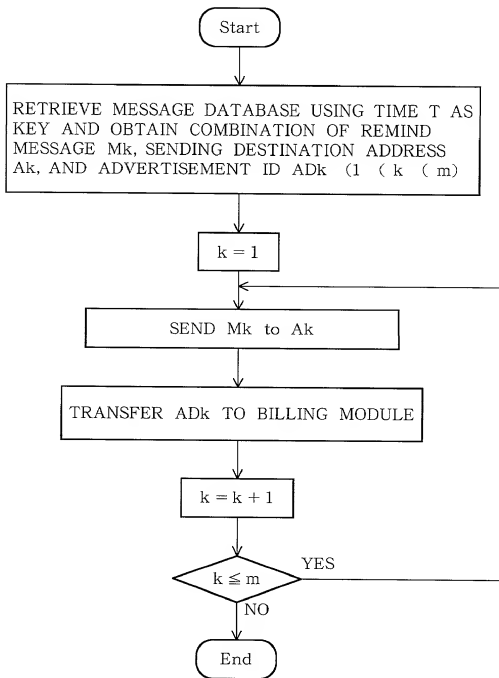


FIG.20

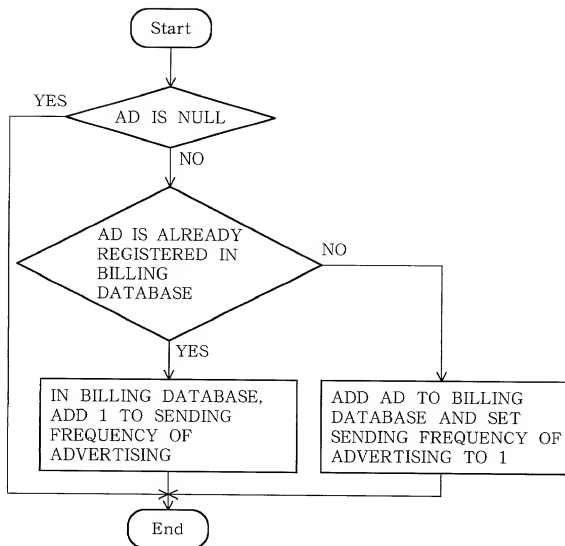


FIG.21

16/29

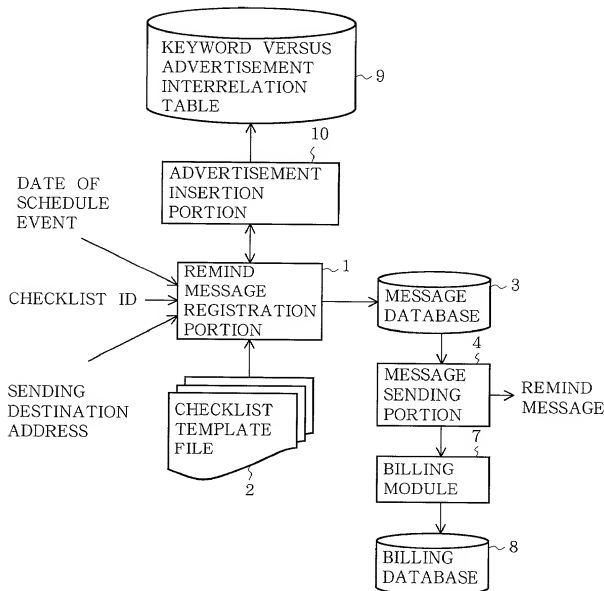


FIG.22

| KEYWORD       | ADVERTISEMENT ID | ADVERTISEMENT CHARACTER STRING |
|---------------|------------------|--------------------------------|
| k11, k12, ... | AD1              | ADS1                           |
| k21, k22, ... | AD2              | ADS2                           |
| k31, k32, ... | AD3              | ADS3                           |
| ...           | ...              | ...                            |

FIG.23



17/29

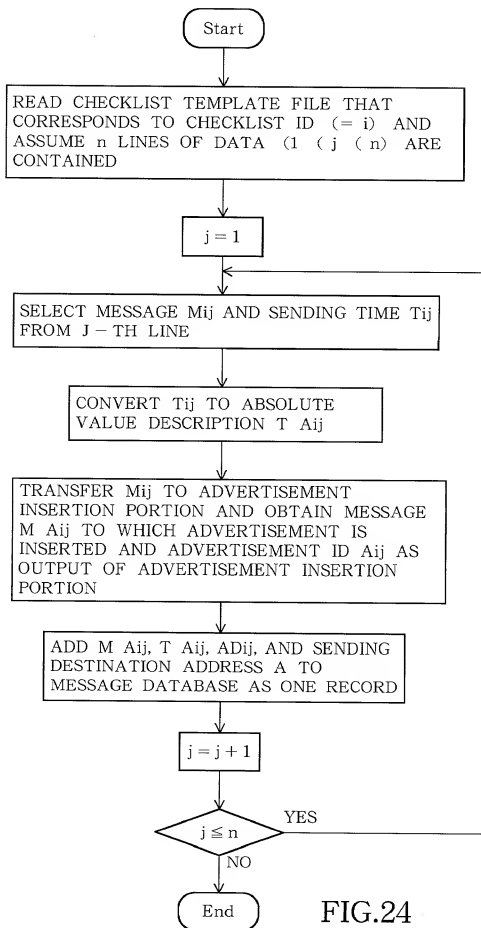


FIG.24

18/29

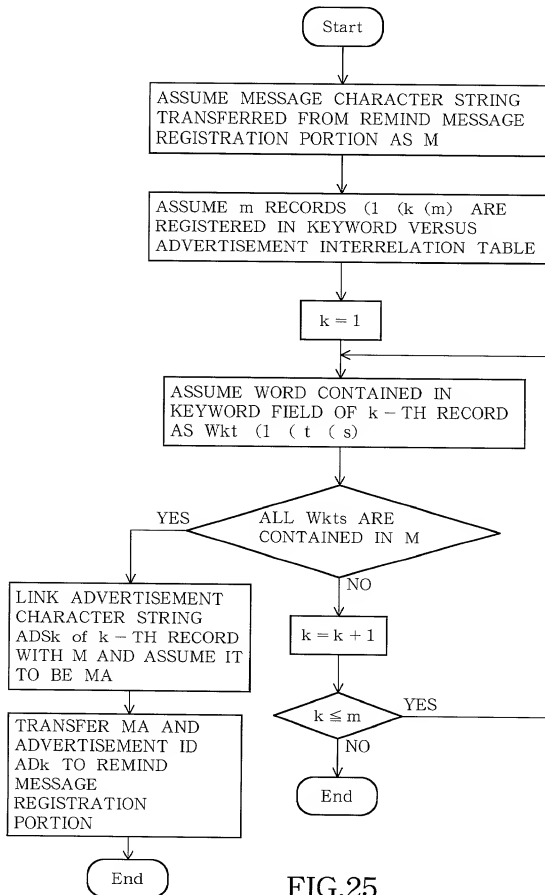


FIG.25

19/29

CHECKLIST ID = 5

|                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>45 DAYS BEFORE TE, ★★ RESERVATION OF AIR TICKET ★★<br/>HOW ABOUT YOUR RESERVATION OF AN AIR TICKET NOW ?</p> <p>40 DAYS BEFORE TE, ★★ VACCINATION ★★ WHEN YOU GO<br/>ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS<br/>REQUIRED. ...</p> <p>30 DAYS BEFORE TE, ★★ PASSPORT ★★ HAVE YOU GOT<br/>YOUR PASSPORT ?<br/>APPLICATION ...</p> <p>...</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

FIG.26

| SENDING TIME                    | SENDING MESSAGE                                                                                          | SENDING ADDRESS |
|---------------------------------|----------------------------------------------------------------------------------------------------------|-----------------|
| ZERO HOURS ON<br>MARCH 17, 2000 | ★★RESERVATION OF AIR<br>TICKET ★★ HOW ABOUT<br>YOUR RESERVATION OF AN<br>AIR TICKET NOW ? ....           | A @ B.co.jp     |
| ZERO HOURS ON<br>MARCH 22, 2000 | ★★ VACCINATION ★★<br>WHEN YOU GO ABROAD,<br>THERE ARE COUNTRIES<br>WHERE VACCINATION IS<br>REQUIRED. ... | A @ B.co.jp     |
| ZERO HOURS ON<br>APRIL 1, 2000  | ★★ PASSPORT ★★ HAVE<br>YOU GOT YOUR PASSPORT ?<br>APPLICATION ...                                        | A @ B.co.jp     |
| ...                             | ...                                                                                                      | ...             |

FIG.27

20/29

| KEYWORD         | CHECKLIST ID                       |
|-----------------|------------------------------------|
| JAMAICA, TRAVEL | 5 (CHECKLIST FOR OVERSEAS TRAVEL)  |
| HAWAII, TRAVEL  | 5 (CHECKLIST FOR OVERSEAS TRAVEL)  |
| MARRIAGE        | 6 (CHECKLIST FOR WEDDING CEREMONY) |
| ...             | ...                                |

FIG.28

CHECKLIST ID = 5

45 DAYS BEFORE TE, ★★ RESERVATION OF AIR TICKET ★★ HOW  
ABOUT YOUR RESERVATION OF AN AIR TICKET NOW? .... , 8

40 DAYS BEFORE TE, ★★ VACCINATION ★★ WHEN YOU GO  
ABROAD, THERE ARE COUNTRIES WHERE VACCINATION IS  
REQUIRED. ... , NULL

30 DAYS BEFORE TE, ★★ PASSPORT ★★ HAVE YOU GOT YOUR  
PASSPORT?  
APPLICATION ... , NULL

...

FIG.29

21/29

| SENDING TIME                       | SENDING MESSAGE                                                                                          | SENDING ADDRESS | ADVERTISEMENT ID |
|------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------|------------------|
| ZERO HOURS<br>ON MARCH 17,<br>2000 | ** RESERVATION OF AIR<br>TICKET ** HOW ABOUT<br>YOUR RESERVATION OF<br>AN AIR TICKET NOW? ...            | A @ B.co.jp     | 8                |
| ZERO HOURS<br>ON MARCH 22,<br>2000 | ** VACCINATION **<br>WHEN YOU GO ABROAD,<br>THERE ARE COUNTRIES<br>WHERE VACCINATION IS<br>REQUIRED. ... | A @ B.co.jp     | NULL             |
| ZERO HOURS<br>ON APRIL 1,<br>2000  | ** PASSPORT ** HAVE<br>YOU GOT YOUR<br>PASSPORT?<br>APPLICATION ...                                      | A @ B.co.jp     | NULL             |
| ...                                | ...                                                                                                      | ...             | ...              |

FIG.30

| ADVERTISEMENT ID | SENDING FREQUENCY OF ADVERTISING |
|------------------|----------------------------------|
| 8                | 4                                |
| 9                | 17                               |
| ...              | ...                              |

FIG.31

22/29

| ADVERTISEMENT<br>ID | SENDING FREQUENCY<br>OF ADVERTISING |
|---------------------|-------------------------------------|
| 8                   | 5                                   |
| 9                   | 17                                  |
| ...                 | ...                                 |

FIG.32

SCHEDULE  
EVENT  
INSERTED  
ACCORDING  
TO A

SCHEDULE  
EVENT  
ENTERED  
BY USER

MARCH 17 \*\* RESERVATION OF AIR TICKET \*\*  
AIR TICKET NOW  
MARCH 22 \*\* VACCINATION \*\* WHEN YOY GO  
ABROAD .....  
APRIL 1 \*\* PASSPORT \*\* PASSPORT ....  
MAY 1 TRAVEL IN HAWAII

FIG.33

DATE OF SCHEDULE EVENT

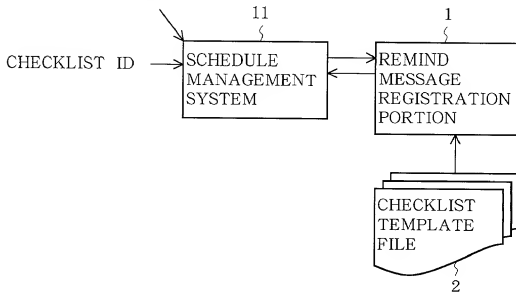


FIG.34

24/29

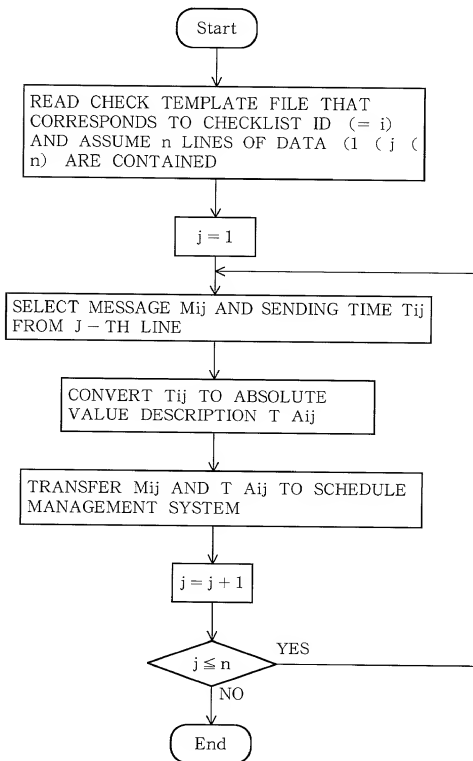
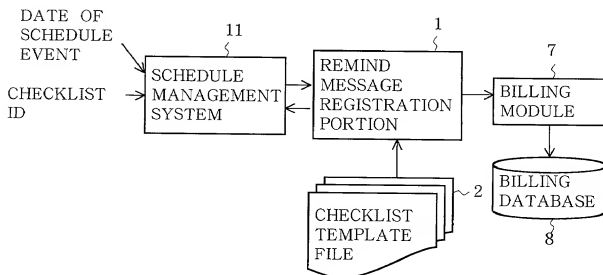
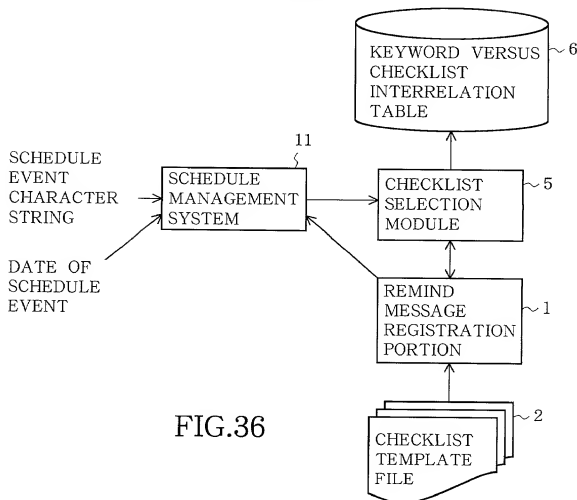


FIG.35



25/29



26/29

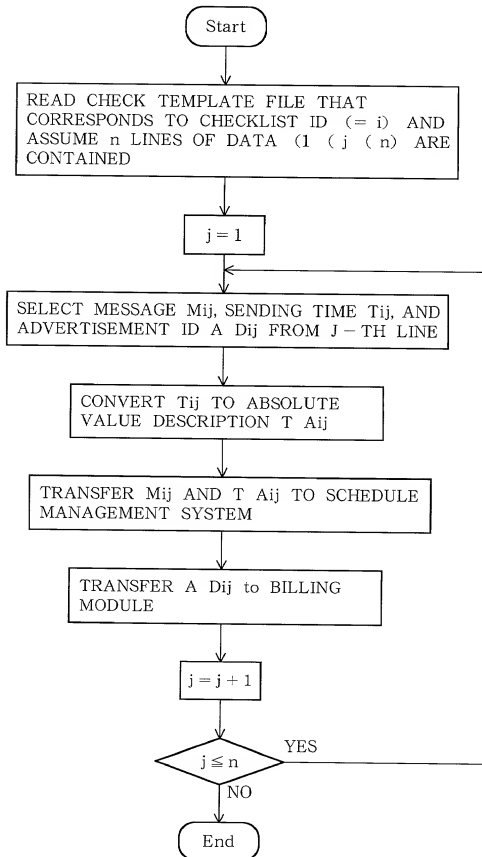


FIG.38

27/29

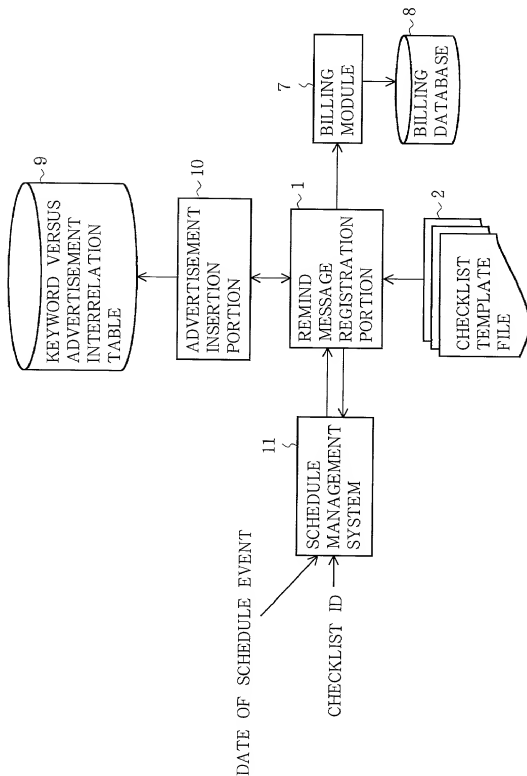


FIG.39

28/29

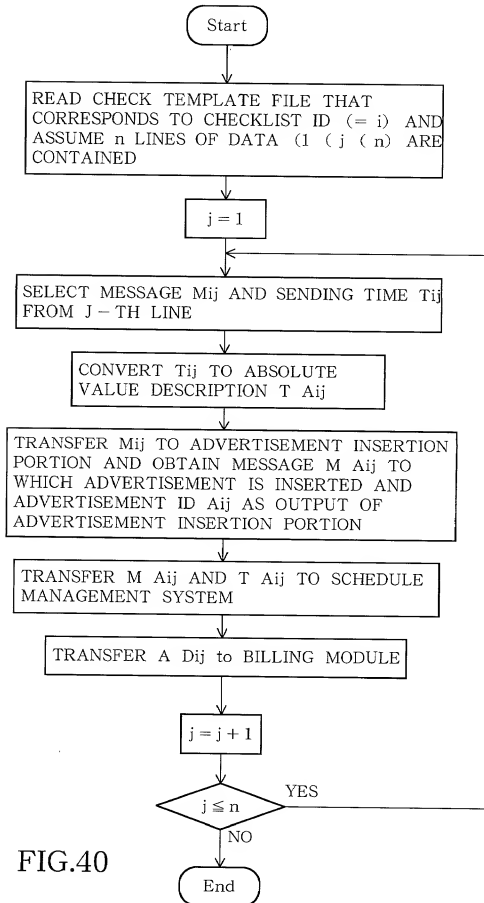


FIG.40

29/29

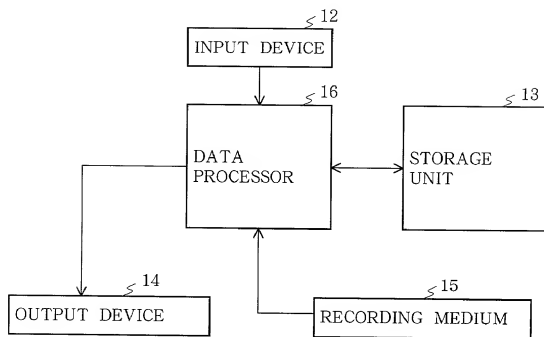


FIG.41